IN THE CLAIMS

Please amend the claims as follows:

1. (Original) A method of applying/detecting a digital fingerprint
to/in an image comprises:
dividing the image into regions, the location and/or size of the
regions being based on a content of the image; and
applying/detecting the digital fingerprint.

2. (Original) A method of dividing an image into regions for the
application of a digital fingerprint comprises selecting the
location and/or size of the regions according to a content of the
image.

3. (Currently amended) A method of as claimed in claim 1 or claim
2, in which the image is divided based on the location of a
centroid of the image.

4. (Original) A method as claimed in claim 3, in which a grid for
dividing the image is centred substantially at a location of the
centroid of the image.

5. (Original) A method as claimed in claim 4, in which horizontal
and vertical sizes of divisions of the grid are independent of one
another.

6. (Original) A method as claimed in claim 5, in which the size of
horizontal and/or vertical divisions is based on a content of
portions of the image.

7. (Original) A method as claimed in claim 6, in which the size of horizontal and/or vertical divisions is based on centroids of portions of the image.

8. (Original) A method of embedding/detecting a digital watermark into/in an image comprises selecting a size and/or location for a watermark pattern based on a content of the image, and embedding/detecting the watermark.

9. (Original) A method as claimed in claim 8, in which a location of the watermark is chosen according to a location of a centroid of the image.

10. (Original) A method as claimed in claim 9, in which the watermark is present as a grid element.

11. (Original) A method as claimed in claim 10, in which, a size of the watermark or a size of grid for the watermark is chosen according to a content of portions of the image.

12. (Original) A method as claimed in claim 11, in which a size of the watermark or a size of grid for the watermark is chosen according to centroids of portions of the image.

13. (Currently amended) A computing device programmed to operate the method of ~~any one of claims 1 to 12~~claim 1.

14. (Currently amended) A computer program product operable to perform the method of ~~any one of claims 1 to 12~~claim 1.